

# EXHIBITOR LOYALTY PROGRAM 2025

- Pay \$30,000 and receive shows worth \$36,000
- Pay \$20,000 and receive shows worth \$23,000
- Pay \$10,000 and receive shows worth \$11,000
- Pay \$5,000 and receive shows worth \$5,250

**30,000+**  
Scientists

**100+**  
Institutions

**300+**  
Suppliers

**Contact**



# Maximize Your Impact

## Elevate Your Presence

Welcome to the 2025 Exhibitor Loyalty Program by Biotech Connect!

We're excited to invite you to join an exclusive opportunity designed to elevate your presence at our life science vendor shows. Our program is crafted to help you reach new heights, amplify your brand visibility, and foster connections with scientists across the community.

Reflecting on our success in 2024, we are delighted to share that we had **9 Platinum exhibitors, 3 Gold exhibitors, 5 Silver exhibitors, and 6 Bronze exhibitors**. Your enthusiastic participation made this possible, and we extend our sincere gratitude to all who participated.

This year, we are enhancing our program to provide even greater value. As a member, you'll enjoy benefits such as discounted package deals, priority booth placement, prominent logo placements in electronic flyers and event signage, dedicated email blasts to past attendees, display banners on our event listing site, and an exciting new feature: **social media spotlight posts, where you can highlight your new products or any other news up to 5 times a year.**

We cherish our partnership with you and are committed to delivering an exceptional exhibitor experience. Join the 2025 Exhibitor Loyalty Program today and unlock unparalleled opportunities to showcase your innovations, connect with scientists, and propel your success in the biotech community.



# 2024 ELP Exhibitors

Thank you to the exhibitors who participated and benefited from our 2024 Exhibitor Loyalty Program.



# Exhibitor Loyalty Program (ELP)

| PACKAGE LEVEL                                   | PLATINUM               | GOLD        | SILVER              | BRONZE                |
|-------------------------------------------------|------------------------|-------------|---------------------|-----------------------|
| *PACKAGE SIZE                                   | \$30,000               | \$20,000    | \$10,000            | \$5000                |
| EXTRA CREDITS                                   | \$6,000                | \$3,000     | \$1,000             | \$250                 |
| TABLE PLACEMENT                                 | Priority               | Preferred   | Standard            | Standard              |
| LOGO PLACEMENT IN ELECTRONIC FLYERS             | ▲Yes<br>(~6,000 Views) | Yes         | Yes                 | No                    |
| LOGO PLACEMENT IN THANK YOU EMAIL               | Yes<br>(~4,000 Views)  | Yes         | No                  | No                    |
| LOGO PLACEMENT IN EVENT SIGNAGE                 | Yes                    | No          | No                  | No                    |
| EMAIL BLAST                                     | **Yes                  | No          | No                  | No                    |
| A BANNER AD IN SMARTSHOW.CA WEBSITE FOR 1 MONTH | ▲▲Exclusive            | No          | No                  | No                    |
| SOCIAL MEDIA SPOTLIGHT                          | # Featured             | # Preferred | No                  | No                    |
| CREDITS EXPIRY                                  | No Expiry              | No Expiry   | Expire after 1 Year | Expire after 6 months |

\* Payments are not refundable.

\*\* One email blast to the attendees of the shows you attended anytime during the contract period.

▲ The logo will be linked to your website. Click reports of logos in electronic flyers and thank you email will be provided at credit expiry.

▲▲ A rectangular banner ad will be placed on the event listing site, [www.smartshow.ca](http://www.smartshow.ca), for 1 month. You can choose the month of advertisement based on availability. It is on a first-come, first-served basis.

# Platinum exhibitors receive up to 5 promotional posts on our LinkedIn page and priority image placement in event summaries. Gold exhibitors' images will also be included but are secondary to Platinum.



# Discover the Exclusive Advantages of the Exhibitor Loyalty Program

## Discover the Exclusive Advantages of the Exhibitor Loyalty Program

### • PACKAGE SIZE:

- The package amount represents the total invoiced for each plan. These amounts are treated similarly to gift cards, meaning no additional taxes will be applied. Instead, the full value is credited towards your Biotech Connect events, including taxes.
- **Flexible Payment Options:**
  - Platinum Package: Choose between 12 monthly payments or 2 to 4 equal installments.
  - Gold Package: Opt for 12 monthly payments or 2 to 4 equal installments.
  - Silver Package: Pay in 2 to 4 equal installments.
  - Bronze Package: Pay in 2 equal installments.

### • EXTRA CREDITS:

- These are bonus credits added to your account as part of your package. You can use these extra credits to cover the costs of Biotech Connect events, including taxes.

### • TABLE PLACEMENT:

- **Platinum Level Exhibitors:**

As platinum package holder, you'll receive access to a Google Sheet document listing all the shows and floor plans for the year. Each floor plan will include numbered tables. You'll be able to select your 1st and 2nd table choice and we will reserve it for you on the day of the event.
- **Gold Level Exhibitors:**

After Platinum vendors have made their selections, the highest-traffic tables will be reserved for Gold level exhibitors. A "Gold Exhibitor" logo will be placed on the reserved tables, equal to the number of Gold vendors registered. Among Gold exhibitors, table selection will be on a first-come, first-served basis. You may also choose any other available table if you prefer. Silver, Bronze, and non-package customers will have access to the remaining tables only once you have made your selection.

### • LOGO PLACEMENT IN ELECTRONIC FLYERS:

- Your company logo will be prominently featured in our e-Flyers, which are sent out at least twice for each exhibition—once as an invitation and again as a reminder. These e-Flyers are distributed to our list of attendees from previous years. [[Click here](#) to see an example.]

### • LOGO PLACEMENT IN THANK YOU EMAIL:

- Your company logo will be prominently featured in the Thank You Email, which is sent to all attendees who registered for the exhibition this year. This email is promptly delivered following each event. [[Click here](#) to see an example.]

### • LOGO PLACEMENT IN EVENT SIGNAGE:

- All exhibitors who sign up for the 2025 Platinum package before December 13, 2024, will have their logo prominently displayed on our 82 x 34-inch banner. This banner will be featured at all our events and will serve as the backdrop for photos of raffle prize winners, ensuring your brand is seen by attendees.

### • EMAIL BLAST:

- Each Platinum-level exhibitor is entitled to one email blast within one year after signing up for the package. Your content will be sent by Biotech Connect to all attendees from the shows you participated in during the past 12 months. This email blast offers broader reach than using the attendee list provided post-event, as Biotech Connect has implied consent from all registrants, while our lead list only contains contacts who have given explicit consent to share their emails with exhibitors.

### • BANNER AD:

- We will feature your company's standard Leaderboard ad (728 pixels wide by 90 pixels tall) at the top of our attendee registration webpage ([www.smartshow.ca](http://www.smartshow.ca)). This banner can be linked to your website or a specific landing page of your choice, ensuring maximum visibility as attendees register for the event.

### • SOCIAL MEDIA SPOTLIGHT:

- Each Platinum exhibitor is entitled to up to 5 promotional posts per year on our LinkedIn page. To ensure fairness and maintain a uniform appearance on our page, the following guidelines will apply:
  - Posting Frequency: One post per day. Posts will not be scheduled on event days when we need to share show summaries or if other Biotech Connect announcements or Social Media Spotlights are planned.
  - Text and Image Limits: No restrictions on text or image quantities beyond LinkedIn's policy.
  - Tags: Up to 10 tags per post, including company names, individuals, groups, or institutions.



# 2025 Event Schedule

Version 4 (April 2025) – Events June–December 2025 are subject to date change

| APRIL      |               |                  |                                                                                                  |          |
|------------|---------------|------------------|--------------------------------------------------------------------------------------------------|----------|
| 08-04-2025 | 11:00 – 1:00  | Toronto – ON     | Centre for Addiction and Mental Health (CAMH)                                                    | \$575.00 |
| 09-04-2025 | 1:00 – 3:00   | Toronto – ON     | University of Toronto – Donnelly Centre for Cellular and Biomolecular Research                   | \$575.00 |
| 10-04-2025 | 11:00 – 1:00  | Mississauga – ON | University of Toronto Mississauga                                                                | \$575.00 |
| 22-04-2025 | 11:00 – 1:00  | Montréal – QC    | Concordia University – Loyola Campus                                                             | \$525.00 |
| 23-04-2025 | 11:00 – 1:00  | Montréal – QC    | Douglas Mental Health University Institute                                                       | \$525.00 |
| 24-04-2025 | 11:00 – 1:00  | Montréal – QC    | adMare BioInnovations                                                                            | \$575.00 |
| MAY        |               |                  |                                                                                                  |          |
| 06-05-2025 | 11:00 – 1:00  | Winnipeg – MB    | St. Boniface Hospital Albrechtsen Research Centre                                                | \$575.00 |
| 07-05-2025 | 10:00 – 13:00 | Winnipeg – MB    | University of Manitoba – Bannatyne Campus<br><b>3h show, we will invite researchers from NML</b> | \$575.00 |
| 08-05-2025 | 11:00 – 1:00  | Winnipeg – MB    | University of Manitoba – Fort Garry Campus                                                       | \$575.00 |
| 20-05-2025 | 11:00 – 1:00  | Fredericton – NS | University of New Brunswick                                                                      | \$575.00 |
| 21-05-2025 | 11:00 – 1:00  | Moncton – NB     | Université de Moncton & Atlantic Cancer Institute                                                | \$575.00 |
| 22-05-2025 | 11:00 – 1:00  | Halifax – NS     | Dalhousie University – Tupper Medical Building                                                   | \$575.00 |
| JUNE       |               |                  |                                                                                                  |          |
| 03-06-2025 | 9:30 – 11:30  | Edmonton – AB    | University of Alberta – Katz Group Centre for Pharmacy and Health Research                       | \$575.00 |
| 03-06-2025 | 1:30 – 3:30   | Edmonton – AB    | University of Alberta – Centennial Centre for Interdisciplinary Science                          | \$575.00 |
| 04-06-2025 | 11:00 – 1:00  | Calgary – AB     | University of Calgary – Faculty of Science                                                       | \$575.00 |
| 05-06-2025 | 11:00 – 1:00  | Lethbridge – AB  | University of Lethbridge                                                                         | \$575.00 |
|            |               |                  |                                                                                                  |          |

\*Tentative Show

#Preferred vendor only

|

Price of each show is excluding taxes

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| SEPTEMBER  |               |                |                                                                                                                 |           |
|------------|---------------|----------------|-----------------------------------------------------------------------------------------------------------------|-----------|
| 09-09-2025 | 9:30 – 11:30  | Montréal – QC  | Centre de Recherche du Centre Hospitalier de l'Université de Montréal (CR-CHUM)                                 | \$575.00  |
| 10-09-2025 | 9:30 – 11:30  | Montréal – QC  | McGill University – Bellini Life Sciences Complex                                                               | \$575.00  |
| 11-09-2025 | 9:30 – 11:30  | Montréal – QC  | adMare BioInnovations                                                                                           | \$575.00  |
| 18-09-2025 | 11:00 – 1:00  | Québec – QC    | Centre Québécois d'Innovation en Biotechnologie (CQIB)                                                          | \$575.00  |
| 24-09-2025 | 9:30 – 11:30  | Toronto – ON   | Li Ka Shing Knowledge Institute (St. Michael's Hospital)                                                        | \$575.00  |
| 25-09-2025 | 10:00 – 4:00  | Toronto – ON   | MaRS Discovery District<br>–Electricity included<br>–Scanner included (Lead generation tool)<br>–Lunch included | \$1250.00 |
| OCTOBER    |               |                |                                                                                                                 |           |
| 01-10-2025 | 9:00 – 11:30  | Ottawa – ON    | University of Ottawa (Roger Guindon)*#                                                                          | \$575.00  |
| 01-10-2025 | 2:00 – 4:30   | Ottawa – ON    | University of Ottawa (STEM)*#                                                                                   | \$575.00  |
| 07-10-2025 | 11:00 – 1:00  | Toronto – ON   | York University                                                                                                 | \$575.00  |
| 08-10-2025 | 11:00 – 1:00  | Toronto – ON   | Sunnybrook Research Institute (SRI)                                                                             | \$575.00  |
| 09-10-2025 | 11:00 – 1:00  | Toronto – ON   | Lunenfeld-Tanenbaum Research Institute (Mount Sinai Hospital)                                                   | \$575.00  |
| 21-10-2025 | 11:00 – 1:00  | Burnaby – BC   | Simon Fraser University                                                                                         | \$575.00  |
| 22-10-2025 | 9:30 – 11:30  | Vancouver – BC | UBC – Michael Smith Laboratories                                                                                | \$575.00  |
| 22-10-2025 | 1:30 – 3:30   | Vancouver – BC | UBC – Life Sciences Institute                                                                                   | \$575.00  |
| 23-10-2025 | 9:30 – 11:30  | Vancouver – BC | UBC – Faculty of Pharmaceutical Sciences + adMare BioInnovations                                                | \$575.00  |
| 23-10-2025 | 1:30 – 3:30   | Vancouver – BC | UBC – Djavad Mowafaghian Centre for Brain Health                                                                | \$575.00  |
| 24-10-2025 | 10:00 – 12:00 | Vancouver – BC | BC Children's Hospital Research Institute & Centre for Molecular Medicine and Therapeutics                      | \$575.00  |

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| NOVEMBER   |                             |                     |                                                                                                                  |          |
|------------|-----------------------------|---------------------|------------------------------------------------------------------------------------------------------------------|----------|
| 05-11-2025 | 9:30 – 11:30                | Waterloo – ON       | University of Waterloo – Biology and Chemistry                                                                   | \$575.00 |
| 06-11-2025 | 9:30 – 11:30                | Guelph – ON         | University of Guelph – Summerlee Science Complex                                                                 | \$525.00 |
| 06-11-2025 | 1:30 – 3:30                 | Guelph – ON         | University of Guelph – Pathobiology AHL – OVH                                                                    | \$525.00 |
| 18-11-2025 | 9:30 – 11:30                | Montréal – QC       | Centre de Recherche du CHU Sainte-Justine                                                                        | \$575.00 |
| 19-11-2025 | 9:30 – 11:30<br>1:30 – 3:30 | Montréal – QC       | CR l'Hôpital Maisonneuve-Rosemont – Double show<br>AM : Pavillon J.A. Desèves<br>PM : Pavillon Claudine D'Amours | \$700.00 |
| 20-11-2025 | 9:30 – 11:30                | Montréal – QC       | Institut de Recherches Cliniques de Montréal (IRCM)                                                              | \$575.00 |
| 25-11-2025 | 11:00 – 1:00                | Saint-Hyacinthe, QC | Université de Montréal – Faculté de médecine vétérinaire                                                         | \$525.00 |
| DECEMBER   |                             |                     |                                                                                                                  |          |
| 02-12-2025 | 9:30 – 11:30                | Québec – QC         | CR-CHU de Québec Site CHUL                                                                                       | \$575.00 |
| 02-12-2025 | 1:30 – 3:30                 | Québec – QC         | Université Laval – Pavillon CE Marchand                                                                          | \$525.00 |
| 03-12-2025 | 9:30 – 11:30                | Québec – QC         | CR-CHU de Québec Nouveau Site – Hotel-Dieu + LOEX                                                                | \$575.00 |
| 03-12-2025 | 1:30 – 3:30                 | Québec – QC         | Institut universitaire en santé mentale de Québec (CERVO)                                                        | \$525.00 |
| 04-12-2025 | 9:30 – 11:30                | Québec – QC         | Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ)                                 | \$575.00 |
| 05-12-2025 | 9:30 – 11:30                | Québec – QC         | Université Laval & INAF – Pavillon Paul-Comtois                                                                  | \$525.00 |
| 16-12-2025 | 9:30 – 11:30                | Montréal – QC       | McGill University – New location*                                                                                | \$525.00 |
| 17-12-2025 | 9:30 – 11:30                | Montréal – QC       | McGill University – New location*                                                                                | \$525.00 |

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FACULTE  
DE MEDECINE



University  
of Manitoba



Queen's  
UNIVERSITY



Ottawa Hospital  
Research Institute  
Institut de recherche  
de l'Hôpital d'Ottawa



IRCM

INSTITUT DE RECHERCHES  
CLINIQUES DE MONTRÉAL



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